TISHK INTERNATIONAL UNIVERSITY
FACULTY OF APPLIED SCIENCE
Department of INFORMATION TECHNOLOGY,
2025-2026 Fall
Course Information for IT 355 E-COMMERCE & E-BUSINESS

Course Name:	E-COMMERCE & E-BUSINESS

Code	Regular Semester	Theoretical	Practical	Credits	ECTS
IT 355	5	3	-	3	5

Name of Lecturer(s):	Dr. Hala Najwan
Teaching Assistant:	-
Course Language:	English
Course Type:	Main
Office Hours	Monday 3:00-5:00 P.M, also available after class.
Contact Email:	hala.najwan@tiu.edu.iq
Teacher's academic profile:	PhD in Management of Information Systems/ Universiti Sains Malaysia(USM) MSc in Information Technology Technopreneurship/ Universiti Sains Malaysia(USM) BSc in Computer Engineering and Information Technology/ University of Technology
Course Objectives:	This course aims to provide students with a comprehensive understanding of electronic commerce fundamentals, from its historical evolution to contemporary business applications. Students will learn to identify and differentiate between primary e-commerce models, including B2C, B2B, and C2C operations. The course examines core business strategies for establishing an e-commerce presence, alongside essential marketing techniques and advertising approaches. Students will evaluate security dimensions, compare major payment systems, and analyze ethical, social, and political issues affecting e-commerce. Finally, students will synthesize their knowledge through collaborative team projects, culminating in the design and development of an e-commerce project plan that applies core methods and tools.
Course Description (Course overview):	This course explores the dynamic world of electronic commerce and its transformative impact on modern business operations. Students will investigate the fundamental concepts, business models, and strategic approaches that define successful e-business presence in today's digital marketplace. The course addresses critical considerations including security infrastructure, payment technologies, and the ethical implications of conducting business online. Through this course, students gain insights into how organizations leverage e-commerce platforms to reach customers, manage transactions, and build sustainable competitive advantage in an increasingly connected global economy.

COURSE CONTENT

Week	Hour	Date	Topic
1	3	05-09/10/2025	Course Overview
2	3	12-16/10/2025	Introduction to E-commerce I
3	3	19-23/10/2025	Introduction to E-commerce II
4	3	26-30/10/2025	Quiz 1, E-commerce Business Strategies I
5	3	02-06/11/2025	E-commerce Business Strategies II, Discuss project requirements for team projects, Begin forming teams
6	3	09-13/11/2025	Quiz 2, Building an E-commerce Presence I
7	3	16-20/11/2025	Midterm Exam
8	3	23-27/11/2025	Building an E-commerce Presence II
9	3	30/11-04/12/2025	E-commerce Marketing and Advertising Concepts I
10	3	07-11/12/2025	E-commerce Marketing and Advertising Concepts II

11	3	14-18/12/2025	E-commerce Marketing and Advertising Concepts III, In-class activity
12	3	21-25/12/2025	E-commerce Security and Payment Systems
13	3	28/12-01/01/2026	Ethical, Social, and Political Issues in E-commerce, Submission of the team project
14	3	04-08/01/2026	Revision Week
15	3	11-15/01/2026	Final Exam

COURSE/STUDENT LEARNING OUTCOMES

1	Describe the fundamentals and evolution of electronic commerce and categorize the primary e-commerce models (B2C, B2B, C2C, etc.).
2	Analyze core e-commerce business strategies, outline the key stages for building an e-commerce presence, and detail e-commerce marketing and advertising techniques.
3	Analyze the key dimensions of e-commerce security and compare the major payment systems in use today.
4	Analyze the ethical, social, and political issues inherent in e-commerce business models.
5	Collaborate within a team to design and develop a project plan that implements core e-commerce methods and tools.

COURSE'S CONTRIBUTION TO PROGRAM OUTCOMES

(Blank : no contribution, I: Introduction, P: Proficient, A: Advanced)

	Program Learning Outcomes	**Cont.**
1	Analyze a problem, and identify the computing requirements appropriate to its solution	
2	Design, implement, and evaluate computer-based systems, process, component, or program to meet desired needs	I
3	Function effectively in teams to accomplish a common goal	P
4	Identify professional, ethical, legal, security, social, and economic issues and responsibilities	I
5	Analyze the local and global impact of computing on individuals, organizations, and society	
6	Use current techniques, skills, and tools necessary for computing practice	I
7	Apply current technical concepts and practices in the core information technologies of human computer interaction, information management, programming, networking, web systems and technologies	P
8	Identify and analyze user needs and take them into account in the selection, creation, evaluation and administration of computer-based systems	P
9	Effectively integrate it-based solutions into the user environment	
10	Apply problem solving skills, core it concepts, best practices and standards to information technologies	I
11	Identify and evaluate organizational requirements and current and emerging technologies	
12	Design and integrate it-based solutions into the organizational environment	

Prerequisites (Course Reading List and References):	-
Student's obligation (Special Requirements):	Class attendance, submitting team projects on time, self-study regularly at least 30 minutes after each lecture.
Course Book/Textbook:	Laudon, K. C., & Traver, C. G. (2021). E-commerce 2021–2022: business. technology. society. Pearson Education Limited.
Other Course Materials/References:	Lecture Notes
Teaching Methods (Forms of Teaching):	Lectures, Presentation, Project, Case studies, , ,

COURSE EVALUATION CRITERIA

Method	**Quantity**	**Percentage (%)**
Quiz	2	10
Project	1	15

Midterm Exam	1	20
In-class activity	1	5
Final Exam	1	40
Total		**100**

Examinations: Essay Questions, True-False, Fill in the Blanks, Multiple Choices, Short Answers, Matching, Draw a Figure, ,

Extra Notes:

ECTS (ALLOCATED BASED ON STUDENT) WORKLOAD

Activities	**Quantity**	**Workload Hours for 1 quantity***	**Total Workload**
Theoretical Hours	15	3	45
Practical Hours	15	0	0
Final Exam	1	30	30
Quiz	2	5	10
Project	1	20	20
Midterm Exam	1	20	20
In-class activity	1	4	4
Total Workload			**129**
ECTS Credit (Total workload/25)			**5**

Peer review

Signature:	Signature:	Signature:
Name:	Name:	Name:
Lecturer	Head of Department	Dean